

The Effect Of Brand Image, Product Quality, And Lifestyle On Purchase Decisions For Xiaomi Smartwatches In Bandar Lampung

Gabriel Frederick Faska Prasetyo¹, Aida Sari², & Nuzul Inas Nabila^{3*}

^{1,2,3} Department of Management, Faculty of Economics and Business, Universitas Lampung, Indonesia.

*Corresponding author: erickmobile66@gmail.com

Abstract

The development of wearable technology, particularly smartwatches, has continued to increase along with people's need for devices that can support daily activities, health, and modern lifestyles. Xiaomi has become one of the widely used smartwatch brands because it offers affordable prices and competitive features. However, the large number of brand choices has made consumers more selective in making purchase decisions. This study aims to determine the influence of brand image, product quality, and lifestyle on the purchase decision of Xiaomi smartwatch products in Bandar Lampung City. This research uses a quantitative approach with primary data obtained through questionnaires distributed to 190 Xiaomi smartwatch users. The sampling technique used is purposive sampling, while the data were analyzed using multiple linear regression with the assistance of SPSS. The results show that brand image, product quality, and lifestyle have a positive and significant influence on purchase decisions. The coefficient of determination indicates that brand image, product quality, and lifestyle are able to explain 24.3% of purchase decisions, while the remaining percentage is influenced by other factors outside this study. Therefore, Xiaomi needs to strengthen its brand image, improve product quality, and adjust its products to consumers' lifestyles in order to increase purchase decisions.

Keywords: Brand Image, Product Quality, Lifestyle, Purchase Decision, Xiaomi Smartwatch.

INTRODUCTION

Consumer demand for high-quality and useful products continues to rise, creating intense competition among companies. Today's consumers are increasingly savvy and discerning when making purchasing decisions, compelling companies to continuously innovate, improve product quality, and tailor products to consumers' needs and lifestyles (Feng et al., 2023). Technological advancements and digitalization are also driving changes in consumer behavior, as people increasingly rely on modern technology to support their daily activities (Mariah & Nur, 2022).

One example of this technological advancement is the smartwatch. Initially, watches served only to tell time, but they have now evolved into smart devices with various features adapted from smartphones. Smartwatches are used to monitor users' physical activity, physical condition, and health through dedicated smartphone apps (Sieniawska et al., 2024). In addition to serving as health monitoring devices, smartwatches have also become an integral part of modern lifestyle and fashion. As public demand for sophisticated, practical, and multifunctional products continues to grow, competition among smartwatch manufacturers is intensifying as they strive to create innovative, high-quality products.

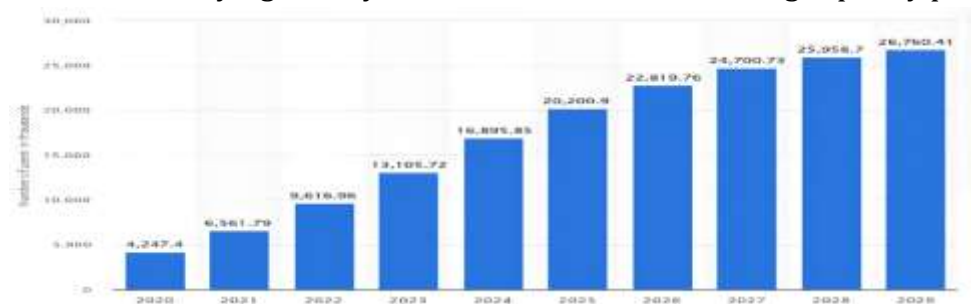


Figure 1. Smartwatch User Outlook in Indonesia

Source: Statista (2024)

Advances in digital technology are driving the growing use of smartwatches in Indonesia. According to the graph showing the number of smartwatch users for the 2020–2024 period, the number of users increased from approximately 4,247,000 in 2020 to approximately 16,895,000 in 2024. This increase indicates that smartwatches are becoming increasingly popular among the public as awareness of health and modern lifestyles grows. According to Mariah and Nur (2022), technological advancements and modern lifestyles are driving consumers to use technological devices that can support their daily activities.

The rise in smartwatch usage has also been accompanied by competition among brands such as Xiaomi, Apple, Samsung, and Huawei, which offer relatively similar features.

This situation has made consumers more selective in choosing which products to buy, so that purchasing decisions are influenced not only by technological needs but also by brand image, product quality, and lifestyle. Xiaomi has become one of the dominant smartwatch brands in Indonesia because it offers affordable prices with competitive features. According to a survey by the Rakuten Insight Center (2022), approximately 39% of respondents in Indonesia use Xiaomi wearables, a higher percentage than for Samsung and Apple Watch. This indicates that Xiaomi holds a strong market position, particularly in the mid-range and entry-level segments. However, the increase in the number of smartwatch users does not fully reflect a high level of consumer purchasing intent. Consumers still consider various factors such as price, product quality, brand image, and the product's suitability for their lifestyle. The abundance of brands with nearly identical features also leads consumers to be more cautious when selecting a product.

Brand image is a key factor because it shapes consumer trust in a product. According to Halimtar and Saputra (2026), brand image refers to consumers' perceptions of a brand, which can influence purchasing decisions. Additionally, product quality also influences purchasing decisions as it relates to the product's ability to meet consumer needs, such as battery life, accuracy of health features, and ease of use (Amrin et al., 2025). Lifestyle also plays a role in purchasing decisions because smartwatches are often associated with modern lifestyles and consumers' daily activities (Iskuntianti et al., 2020).

Several previous studies have shown differing results regarding the influence of brand image, product quality, and lifestyle on purchasing decisions. The study by Iskuntianti et al. (2020) indicates that lifestyle has a significant effect on purchasing decisions, whereas brand image and product quality do not have a significant effect. Conversely, the study by Dirwan and Firman (2023) found that brand image and product quality have a positive effect on purchasing decisions. These differing results indicate a research gap that warrants further investigation. Additionally, most previous studies have focused on smartphones, whereas research on smartwatch purchase decisions remains relatively limited. Therefore, a study examining the influence of brand image, product quality, and lifestyle on the purchase decisions of Xiaomi smartwatches in Bandar Lampung is crucial to identify the factors most influencing consumer purchasing decisions.

THEORETICAL REVIEW

Marketing

According to Kotler and Keller (2016), marketing is not limited to goods but also applies to a wide range of other offerings, such as services, events, experiences, people, places, properties, organizations, information, and ideas. Each of these offerings requires

674

marketing activities to attract consumer attention, build value, and create mutually beneficial relationships between the company and its target market.

Brand Image

According to Kotler and Keller (2016), brand image is a set of consumer beliefs and impressions regarding a brand. Halimtar and Saputra (2026) state that brand image reflects consumer perceptions and associations that influence purchasing decisions. Thus, brand image plays a crucial role in building trust, creating positive perceptions, and differentiating products from competitors.

Product Quality

According to Philip Kotler and Gary Armstrong in Rahmawaty & Nur (2020), product quality refers to a product's ability to perform its functions, such as reliability, durability, accuracy, and ease of use. According to Amrin et al. (2025), product quality indicators include additional features, conformity to specifications, reliability, durability, aesthetics, perceived quality, and ease of repair. Meanwhile, according to Orville et al. in Elliya (2022), factors influencing product quality consist of performance, durability, conformance to specification, features, reliability, aesthetics, perceived quality, and the company's ability to maximize customer value.

Lifestyle

According to Amrin et al. (2025), lifestyle indicators include activities, interests, and perceptions. Meanwhile, according to Solomon (2018), lifestyle is influenced by demographic factors, such as age, gender, education, and income, as well as geographic factors, such as place of residence and environmental conditions.

Purchase Decision

A purchase decision is the process by which consumers determine whether or not to buy a product, ranging from recognizing a need, seeking information, evaluating alternatives, to making a purchase and evaluating the product after use (Kotler and Keller, 2016). According to Amrin et al. (2025), indicators of the purchasing decision include need recognition, information search, evaluation of alternatives, the purchase decision, and post-purchase behavior.

METHOD

This research uses a quantitative approach with primary data obtained through questionnaires distributed to 190 Xiaomi smartwatch users. The sampling technique used is purposive sampling, while the data were analyzed using multiple linear regression with the assistance of SPSS.

The sampling technique used was purposive sampling. The sample size was determined based on the guidelines of Hair et al. (2017), namely 10 times the number of research indicators. With 19 indicators, a sample of 190 respondents was obtained. Variables were measured using a 1–5 Likert scale. Instrument testing included validity testing (factor loading > 0.50) and reliability testing (Cronbach's Alpha > 0.60). Data analysis was performed using regression

Data Analysis

Multilinear with the equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

Y = Purchase Decision

X1 = Brand Image

X2 = Product Quality

X3 = Lifestyle

α = Constant (the value of Y if X1, X2, X3 = 0)

$\beta_1, \beta_2, \beta_3$ = regression coefficient (the increase or decrease in variable Y based on variable X)

e = Error

Hypothesis testing was conducted using a t-test at a 5% significance level, while the coefficient of determination (Adjusted R²) was used to measure the ability of the independent variables to explain the dependent variable.

RESULTS

Table 1. Validity Test Results

Variable	Indicator	KMO (Kaiser-Meyer-Olkin)	Anti Image	Factor Loading	Description >0,50
	1	0,774	0,837	0,739	Valid

Variable	Indicator	KMO (Kaiser-Meyer-Olkin)	Anti Image	Factor Loading	Description >0,50
Brand Image	2		0,789	0,766	Valid
	3		0,763	0,729	Valid
	4		0,800	0,740	Valid
Product Quality	1	0,904	0,898	0,740	Valid
	2		0,889	0,686	Valid
	3		0,856	0,795	Valid
	4		0,874	0,771	Valid
	5		0,875	0,689	Valid
	6		0,887	0,763	Valid
	7		0,921	0,731	Valid
Lifestyle	1	0,639	0,683	0,762	Valid
	2		0,622	0,766	Valid
	3		0,710	0,677	Valid
Purchase Decision	1	0,883	0,868	0,819	Valid
	2		0,885	0,775	Valid
	3		0,862	0,829	Valid
	4		0,886	0,774	Valid
	5		0,899	0,816	Valid

Source: Processed data, 2026

Table 1 shows the results of the validity test: all variables have a KMO value above 0.50, an anti-image correlation value above 0.50, and a factor loading value above 0.50. These results indicate that all indicators for the variables of brand image, product quality, lifestyle, and purchase decision are valid and capable of effectively measuring the constructs under study.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	Standard	Description
Brand Image	0,766	0,6	Reliable
Product Quality	0,869	0,6	Reliable
Lifestyle	0,604	0,6	Reliable
Purchase Decision	0,886	0,6	Reliable

Source: Processed data, 2026

Based on the results of the reliability test, all variables had Cronbach's Alpha values above 0.60, namely brand image (0.766), product quality (0.869), lifestyle (0.604), and

purchase decision (0.886). These results indicate that all research instruments are reliable and demonstrate good consistency in measuring the research variables, making them suitable for further analysis.

Table 3. Results of the Normality Test

<i>One-Sample Kolmogorov-Smirnov Test</i>		
		<i>Unstandardized Residual</i>
N		190
<i>Normal Parameters^{a,b}</i>	<i>Mean</i>	0,0000000
	<i>Std. Deviation</i>	3,71248280
<i>Test Statistic</i>		0,051
<i>Asymp. Sig. (2-tailed)^c</i>		.200 ^d
<i>a. Test distribution is Normal.</i>		

Source: Processed data, 2026

Based on the results of the normality test using the one-sample Kolmogorov-Smirnov test, the Asymp. Sig. (2-tailed) value was 0.200, which is greater than 0.05. These results indicate that the residual data are normally distributed and satisfy the assumption of normality; therefore, the regression model is suitable for further analysis.

Table 4. Results of the Multiple Linear Regression Analysis

Model		<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	t	Sig.
		<i>B</i>	<i>Std. Error</i>	<i>Beta</i>		
1	(Constant)	3.044	1.946		1.564	.119
	X1	.428	.074	.374	5.793	<,001
	X2	.224	.050	.292	4.495	<,001
	X3	.337	.103	.210	3.261	.001
a. Dependent Variabel: Y						

Source: Processed data, 2026

$$Y = 3,044 + 0,428 X_1 + 0,224 X_2 + 0,337 X_3 + e$$

The results of the study indicate that brand image, product quality, and lifestyle have a positive influence on the decision to purchase a Xiaomi smartwatch. Brand image has the greatest influence with a regression coefficient of 0.428 and a Beta value of 0.374, followed

by product quality ($\beta = 0.224$; Beta = 0.292) and lifestyle ($\beta = 0.337$; Beta = 0.210). All variables have a significance level of < 0.05 , so it can be concluded that brand image, product quality, and lifestyle have a positive and significant effect on purchasing decisions, with brand image being the most dominant variable.

Table 5. Results of the Partial Test (T-Test)

H	Relationships Among Variables	Standardized Koefisien	Sig.	Results
H1	Brand Image → Purchase Decision	.374	<.001	Accepted
H2	Product Quality → Purchase Decision	.292	<.001	Accepted
H3	Lifestyle → Purchase Decision	.210	.001	Accepted

Source: Processed data, 2026

Based on the results of the t-test, all independent variables have a positive and significant effect on purchasing decisions, as they have a significance level of < 0.05 . Brand image has the greatest influence on purchasing decisions (Beta = 0.374; Sig. < 0.001), followed by product quality (Beta = 0.292; Sig. < 0.001) and lifestyle (Beta = 0.210; Sig. = 0.001). These results indicate that the better the brand image, product quality, and product fit with the consumer's lifestyle, the higher the likelihood of purchasing a Xiaomi smartwatch. Thus, all research hypotheses are accepted.

Table 6. Results of the Coefficient of Determination (R^2) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.493 ^a	0,243	0,231	3,742
a. Predictors: (Constant), X3, X1, X2				
b. Dependent Variable: Y1				

Source: Processed data, 2026

Based on the results of the coefficient of determination test, the adjusted R-squared value was found to be 0.231. These results indicate that brand image, product quality, and

lifestyle account for 23.1% of the variation in purchasing decisions, while the remaining 76.9% is influenced by other factors outside the scope of this study.

DISCUSSION

The results of this study indicate that brand image has a positive and significant effect on the decision to purchase a Xiaomi smartwatch in Bandar Lampung. This suggests that the better the image of the Xiaomi brand in consumers' minds, the higher their likelihood of making a purchase. Although the brand image is classified as "fair" in descriptive terms, the Xiaomi brand is still able to build consumer trust and confidence in choosing its products. These findings align with those of Mariah and Nur (2022), who state that brand image has a positive and significant effect on purchasing decisions.

Product quality has a positive and significant effect on the decision to purchase a Xiaomi smartwatch in Bandar Lampung. This means that the better the perceived product quality, the higher the likelihood of a purchase. Based on descriptive analysis, product quality falls into the "good" category, indicating that respondents perceive Xiaomi smartwatches as having good quality, benefits, and ease of use. However, the "features" indicator received the lowest score, suggesting that Xiaomi needs to continue innovating to enhance the product's competitiveness. These findings align with those of Dirwan and Firman (2023), who state that product quality has a positive and significant influence on purchase decisions.

Meanwhile, lifestyle has a positive and significant influence on the decision to purchase a Xiaomi smartwatch in Bandar Lampung. This means that the more a product aligns with consumers' lifestyles, the higher the likelihood of a purchase. Based on the descriptive analysis, lifestyle falls into the "good" category, indicating that the Xiaomi smartwatch is perceived as capable of supporting daily activities, such as health monitoring, exercise, and receiving notifications. Although the interest indicator had the lowest value, lifestyle remained a factor influencing purchase decisions because the Xiaomi smartwatch is considered suitable for modern lifestyles and the needs of active consumers. These findings align with Iskuntianti et al. (2020), who stated that lifestyle has a positive and significant effect on purchase decisions.

CONCLUSION

Based on the research findings, it can be concluded that brand image, product quality, and lifestyle have a positive and significant influence on the decision to purchase a Xiaomi smartwatch in Bandar Lampung. The results also indicate that the decision to purchase a Xiaomi smartwatch falls into the "good" category, suggesting that consumers view the

680

product positively and tend to choose a Xiaomi smartwatch based on their needs and lifestyle.

Recommendations

The study put forth the following recommendations:

Based on the research findings, Xiaomi is advised to strengthen its brand image through more engaging promotions and consistent brand communication to enhance positive perceptions among consumers. Additionally, the company needs to improve smartwatch features, such as health, fitness, battery life, and connectivity, to compete with similar products. Xiaomi also needs to provide more comprehensive and easily accessible product information through various digital media to increase consumer interest and assist them in the information-gathering process before making a purchase.

REFERENCES

- Alalwan, A. A., Dwivedi, Y. K., & Rana, N. P. (2022). Factors influencing adoption of mobile and wearable technologies: A systematic review. *Journal of Retailing and Consumer Services*, 64, 102743.
- Amrin, I. S., Telagawathi, N. L. W. S., & Heryanda, K. K. (2025). *The Impact of Product Quality, Product Design, and Lifestyle on iPhone Purchasing Decisions*. *Indonesian Interdisciplinary Journal of Sharia Economics (IIJSE)*, 8(2), 7006–7025.
- Dirwan & Firman. (2023). *The Influence of Brand Image and Product Quality on Purchasing Decisions*. *Indonesian Journal of Business Analytics*, 10, 266–277. <https://doi.org/doi.org/10.33096/jmb.v10i1.514>
- Elliyana, E. (2022). *Dasar-dasar Pemasaran*.
- Feng, Y.-L., Lin, Y.-C., & Chen, C.-C. (2023). *The effect of smartwatch head shape on visual imagery perception*. *PLOS ONE*, 18(8), e0290259. <https://doi.org/10.1371/journal.pone.0290259>
- Halimtar, A., & Saputra, A. R. P. (2026). *The Synergistic Effects of Product Quality and Brand Image on Consumer Satisfaction and Purchase Decisions*. *Journal of Management and Science*, 16(1), 24–37.
- Iskuntianti, N. D., Faisal, M. A., Naimah, J., & Sanjaya, V. F. (2020). *The Influence Of Brand Image, Lifestyle, And Product Quality on Purchasing Decisions*. *Journal of Business Management Review*, 1(6), 436–448. <https://doi.org/10.47153/jbmr16.752020>
- Kotler & Keller. (2016). *Marketing Management*, 15th edition. In Pearson Education Limited 2016.
- Layla, S. N. (2026). No Title. *Swa.Co.Id*. [https://swa.co.id/read/469568/xiaomi-genggam-](https://swa.co.id/read/469568/xiaomi-genggam-681)



pangsa-pasar-19-di-indonesia

- Mariah, & Nur, Y. (2022). *The Effect of Lifestyle, Brand Image, and Product Quality on Iphone Purchase Decisions*. *Jurnal Economic Resources*, 5(2), 443–455. <https://id.fxssi.com>
- Rahmawaty, D., & Nur, A. R. (2020). *Analisis Pengaruh Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Produk Smartphone Oppo*. *Jurnal Ekonomi*, 23(1), 1–12. <https://doi.org/10.47896/je.v23i1.99>
- Ramadhan, M. R. A., Aminah, S., & Hariyana, N. (2024). *The Influence of Brand Image, Product Quality and Lifestyle on the Decision to Purchase an iPhone Smartphone in Surabaya*. *Journal of Humanities and Social Studies (JHSS)*, 8(1), 204–210.
- Sieniawska, J., Proszowska, P., Madoń, M., Kotowicz, Z., Orzeł, A., Pich-Czekierda, A., & Sieniawska, D. (2024). *Measuring Health: Wearables in Fitness Tracking, Stress Relief, and Sleep Management*. *Journal of Education, Health and Sport*, 67(SE-Health Sciences), 50673. <https://doi.org/10.12775/JEHS.2024.67.003>
- Solomon, M. R. (2018). *Consumer Behavior: Buying, Having*.
- Wang, X., & al., et. (2023). *Factors affecting the adoption of smartwatch technology*. *Behavioral Sciences*, 13(3), 277.
- Waruwu, O., Ambarita, R., & Hasibuan, N. (2023). *Pengaruh Citra Merek Dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Sehat Bakery Sibuluan Indah*. *Jurnal Ilmiah Manajemen, Bisnis Dan Kewirausahaan*, 3(2), 107–118. <https://doi.org/10.55606/jurimbik.v3i2.456>

